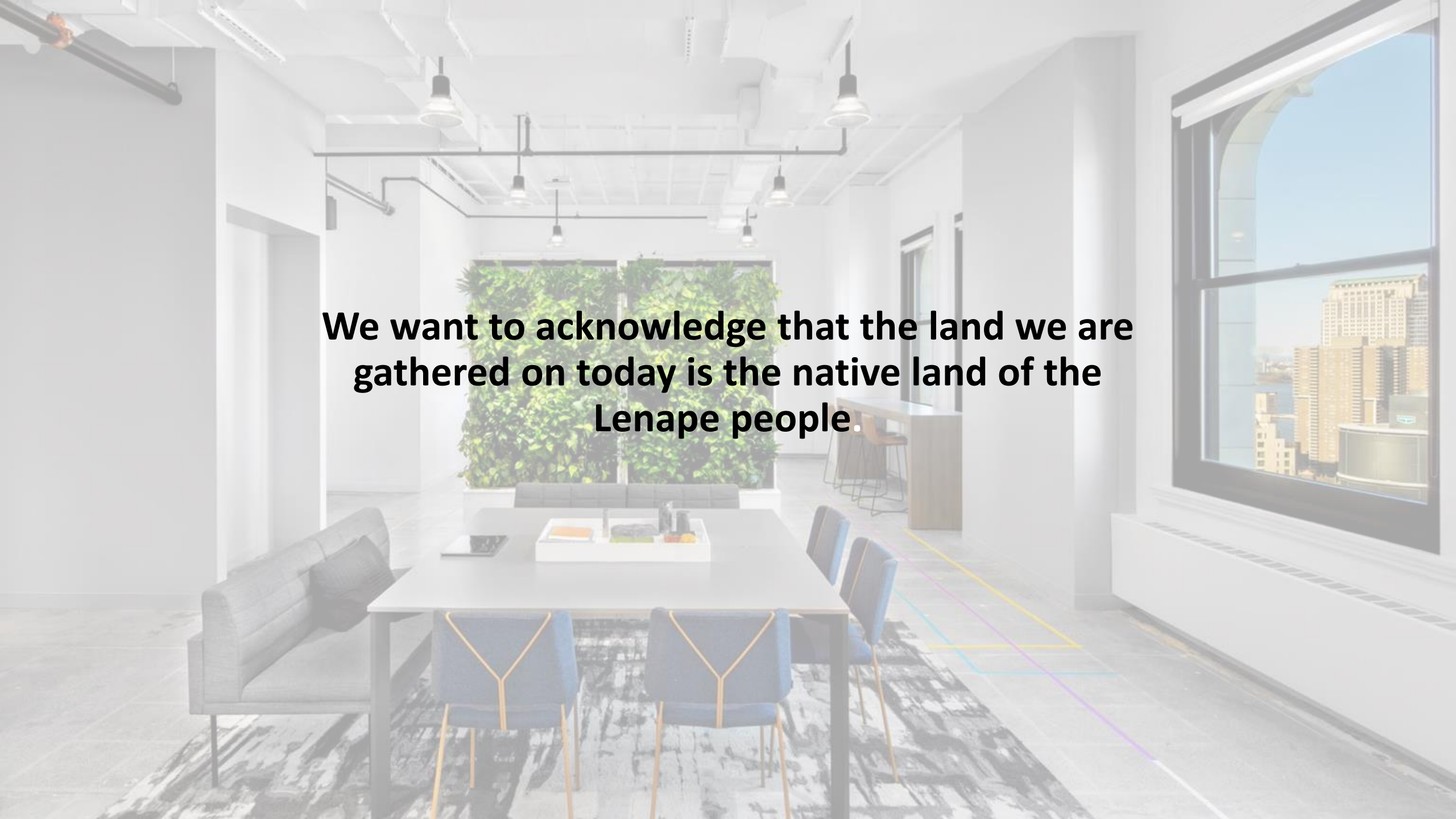


# **Diversity Equity and Inclusion CoreNet Global NY Chapter**

March 2023

A modern office interior with a large window on the right side, offering a view of a city skyline. In the center, there is a long, light-colored table with several blue chairs. To the left of the table is a grey sofa. In the background, there is a large, lush green living wall. The ceiling features exposed pipes and modern lighting fixtures. The floor is made of light-colored tiles, and there are colorful lines (yellow, green, blue, purple) painted on it. The overall atmosphere is bright and contemporary.

**We want to acknowledge that the land we are  
gathered on today is the native land of the  
Lenape people.**

# DEI

1. What CoreNet Global is doing
  - What is Global doing?
  - What is the New York Chapter doing?
2. Things for your toolkit
  - Inclusive language (In the office and in design)
  - Mindfulness of Microaggressions
  - Easy Action Items
  - Intentionality



# What CoreNet Global is doing:



- A **CORE VALUE STATEMENT** was added for the association as follows: **CoreNet Global values diversity, equity, and inclusion in its membership, programs, and all endeavors.**



- The **CoreNet Global DEI Certificate** program has been introduced – offering an opportunity for members to learn about DEI in a way that is accessible, relevant, and interesting. Also offering a platform for a variety of diverse SMEs to share learnings with members across geographies.



- CoreNet Global is committed to doing all we can, **using our collective power**, to eliminate discrimination and promote equality in the workplace. **Discrimination** in any form – including due to race, skin color, national origin, gender, gender expression, sexual orientation, disability, religion, or age – must be erased in the places we live and work.

- The **CoreNet Global Demographics Survey** asked about Diversity across the industry as a whole, asking about drivers for DEI programs and policies in client organizations among other things.



- We believe in building an open **community** both **within our association** and within the many **corporations** in which our members are employed. We will do our part to identify conscious and unconscious bias and inequality – **and work to define a role the built environment can play in fostering a diverse and inclusive culture.**

- Outreach to HBCUs
- Accessible Summit Learning content
- Diverse panel participation
- DEI Ambassador program
- Growing diverse membership and intentional succession planning
- Partnership with diverse industry associations
- Anti-Discrimination Pledge

# What CoreNet New York is doing:



- The **Chapter Vision**: Our diversity is our strength
- Chapter goals are focused on diversity of members, events, and content



- Encouraging fewer events with more cross-committee collaboration, leading to more relevant content, higher attendance, and diversity of thought when producing content

- **Membership diversity**:
  - At career level – students to experienced leaders
  - Untapped companies
- **Event diversity**:
  - Event types; programs, workshops, hackathons, tours, education, networking
  - Relationship cultivating; committee volunteering, interest groups, connection through technology
- **Content diversity**:
  - Expanded speaker pool
  - Thought leadership on timely subjects; new role of CRE, climate, metaverse



- The **CoreNet New York Demographics Survey** aimed to discover the makeup of our local membership to create content most relevant to our members



- Created DEI committee
- Developing diverse vendor list
- Diverse panel participation
- Offering XBE sponsorship partnership program for Platinum sponsors
- Growing diverse membership and intentional succession planning



# What the DEI Committee is doing:



The **mission** of this committee is to promote diversity, equity and inclusion within the New York City Real Estate industry across race, gender, age, religion, creed and identity; as well as create an intentionally inclusive committee that utilizes differing gender, race, sexual orientation, and multigenerational perspectives; and to support the NYC Chapter's broader goals & initiatives;



- Collaborating with other committees to incorporate DEI in content, events, and objectives
- Help increase diversity of CoreNet membership
- Promoting DEI in the broader CRE industry through outreach, exposure, and engagement with the student population



- **Needed support from Leadership and CN NY membership:**
- Measure and analyze DEI metrics with broader chapter
- Committees – please reach out to us for ideas and collaboration!
- Consistent engagement in DEI events, open forums, and discussion demonstrating commitment to DEI goals
- Be an ally and a changemaker on your committee, in your job, and in your personal life!

# What we can all do:



Recognize our own biases and get willing  
to learn and grow



Use inclusive language



Learn about and avoid microaggressions



Offer to help



Build trust



Show appreciation and give credit

# Inclusive language in the workplace:

- The simplest ways to use inclusive language are to remove ableist, heteronormative, racist, and gendered terms from our vocabularies
- There are so many ways to incorporate inclusive language; take some time to research on your own
- Don't stress if you make a mistake, acknowledge it, apologize, move on, and do better next time

Inclusive Language	Language to avoid
folks, everyone, friends, wonderful people, team, y'all, be brave	gendered language: ladies, girls, guys, ladies and gentlemen, man-up, etc
bananas, over the top, disappointing, trapped, ridiculous	ableist language: crazy, lame, crippled, nuts, etc
spouse, partner, child, sibling, etc	hetero/cis-normative language: husband or wife, boyfriend or girlfriend, son or daughter, brother or sister, etc
meeting, hierarchy, audience, betrayed, ripped off, emblem, my people/friends	racist/culturally insensitive language: pow-wow, totem pole, peanut gallery, sold down the river, gypped, spirit animal, moron, tribe




# Inclusive language in design:

- Utilizing inclusive language in the design process can help display an understanding of the need for DEI considerations
- Inclusive language in design means using the terms that identify users in the most inclusive way considering their preferences

Most Inclusive terms	Previous terms
Lactation room, nursing room, parents room	Mothers room
Accessible restroom, ADA restroom	Handicap restroom
Accessible entrance/door opener	Handicap door opener
Gender inclusive restrooms	Gender neutral restrooms

# Be Mindful of Microaggressions

- Microaggressions are actions or words that offend or marginalize without even intending it – they always reflect inequities
- Microaggressions are a BIG deal – they are linked to increased stress levels, lack of sleep, increased blood pressure, physical trauma responses (like PTSD, etc), and they limit career progression
- General examples: “We’re all the same”, “All lives matter”, “I don’t see [color, gender, etc]”, “That doesn’t really happen”, or “Don’t be so sensitive” (signaling that a person’s lived experience isn’t valid because it isn’t like yours or that your experience/comfort matters more than theirs)



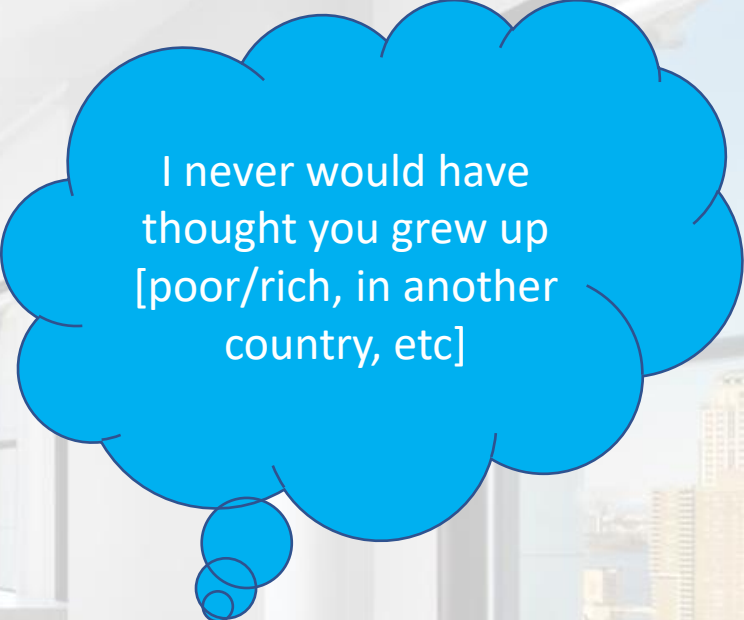
I wonder where  
they're family is from?



“Where are you really  
from?”

# Be Mindful of Microaggressions

- What do we do when we see it? SPEAK UP! Your colleagues need you; both the person doing it and the people witnessing your support!
- What if it happens to me? SPEAK UP! If you don't feel comfortable talking to the offender about the incident, speak with a fellow committee member or go to Leadership!



I never would have thought you grew up [poor/rich, in another country, etc]



.....



# Easy Action Items

What can you do NOW?

- Ask your colleagues how they would like to be identified
- Say thank you, well done, nice job, and celebrate the little (and big) wins together!
- Put your pronouns in your email signature
- Acknowledge the land you live on
- Use inclusive and diverse vendors in your work

**T2**

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# Intentionality Matters

We've been working on DEI initiatives and we need your help! It's impossible to be truly inclusive if we don't include everyone in that process!

- Being your authentic self allows others to do the same
- Support your colleagues bringing their full selves to work by celebrating differences, reserving judgement, and accepting that we all have more to learn
- It's not enough to "make a seat at the table", we have to make the table a welcoming place to stay!
- If you have ideas to drive a more inclusive culture, bring them to your committee leadership or to us - we would love to have your participation!

# Let's talk!



What's been done



What thoughts you have



Where the gaps are



Diversity = innovation